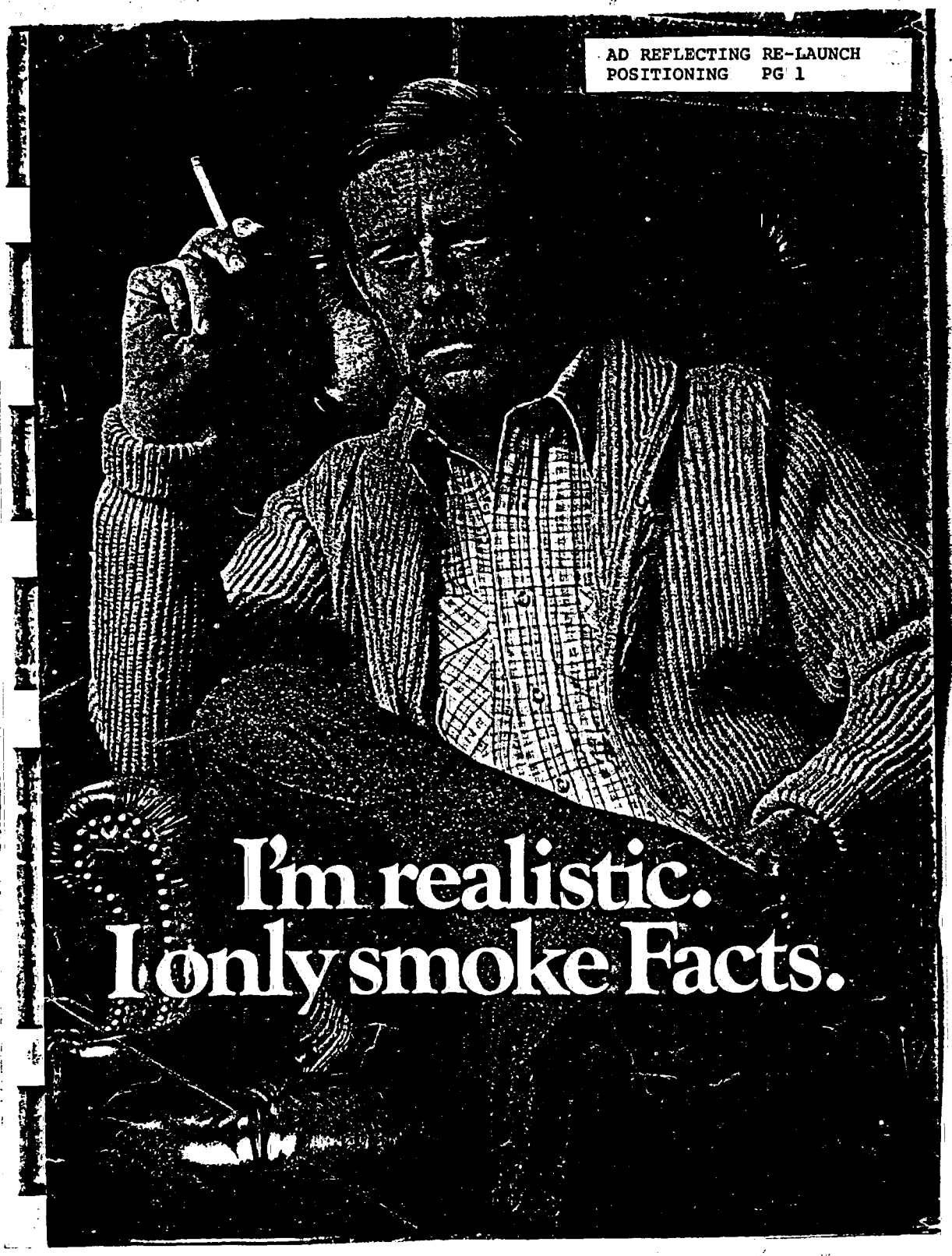
AD REFLECTING RE-LAUNCH
POSITIONING PG 1



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Source: https://www.industrydocuments.ucsf.edu/docs/yakk0000

AD REFLECTING RE-LAUNCH
POSITIONING PG 2

©B&W Co.

FACT 1: We don't want your taste buds to go to sleep.

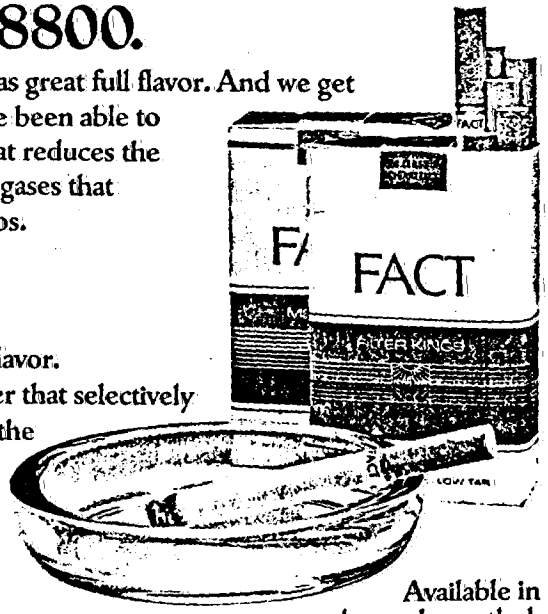
We believe there are elements in cigarette smoke that muddy the taste of fine tobaccos. They're called aldehydes.* And FACT reduces these aldehydes so you can enjoy wide-awake flavor instead.

FACT 2: We have smoke scrubbers in our filter.

We believe this is a unique way of getting at tobacco flavor. As the smoke passes through the filter, these Purite® scrubbers work like magnets to reduce these aldehydes, while letting the good tobacco flavor come through.

FACT 3: A patent on flavor in low 'tar' cigarettes: #3828800.

Low 'tar' (8 mg.) FACT has great full flavor. And we get that flavor in a way so new we've been able to patent it. It's our Purite filter that reduces the aldehydes—those harsh-tasting gases that muddy the flavor of real tobaccos.



Add it up. Great tobacco flavor. Only 8 mg. 'tar'. A patented filter that selectively screens gases. Once you've got the facts, you'll get the FACTS.

*Formaldehyde, Crotonaldehyde, Acrolein.

Available in regular and menthol.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

8 mg. "tar", 0.7 mg. nicotine av. per cigarette, by FTC method.

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Source: https://www.industrydocuments.ucsf.edu/docs/yfkk0000